

ORDER

**KSDK**

Orders

Order / Rev: 717253

Alt Order #: 06341327

Product Desc: DCCC

Estimate: 1474

Flight Dates: 10/02/12 - 10/08/12

Original Date / Rev: 09/25/12 / 09/25/12

Order Type: Political

Primary AE: Kristin Waskie

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Iss/ DCCC

Demographic: A35+

Product Codes: IS-Candidate/Governor

Priority: P-1

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	39	\$58,125.00	\$49,406.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$58,125.00	\$49,406.25	0.00
Totals	39	\$58,125.00	\$49,406.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/02/12	10/08/12	Days of Our Lives Days of Our Lives	CM	1-2P	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$900.00		0.00			
E 2	KSDK	10/02/12	10/08/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	2	\$2,700.00	P-1	0.00	NM	2	\$5,400.00
NWS CH5-10P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$2,700.00		0.00			
E 3	KSDK	10/02/12	10/08/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$1,010.00		0.00			
E 4	KSDK	10/02/12	10/08/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$575.00		0.00			
E 5	KSDK	10/02/12	10/08/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
SHOW ME ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$575.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KSDK	10/02/12	10/08/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$675.00		0.00			
E 7	KSDK	10/02/12	10/08/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$675.00		0.00			
E 8	KSDK	10/02/12	10/08/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$675.00		0.00			
E 9	KSDK	10/02/12	10/08/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
NWS5 1ST@FOUR<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$900.00		0.00			
E 10	KSDK	10/02/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,125.00		0.00			
E 11	KSDK	10/02/12	10/08/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$2,250.00	P-1	0.00	NM	2	\$4,500.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$2,250.00		0.00			
E 12	KSDK	10/02/12	10/08/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
TODAY-LOUIS-5/TDY-LOUIS-5.30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$575.00		0.00			
E 13	KSDK	10/02/12	10/08/12	M-F 5P News Nightly New Adj.	CM	528-530p (5:28 PM-5:30 PM)	MTWTF--	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NIGHTLY NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$3,375.00		0.00			
E 14	KSDK	10/02/12	10/08/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	2	\$2,475.00	P-1	0.00	NM	2	\$4,950.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$2,475.00		0.00			
E 15	KSDK	10/02/12	10/08/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,125.00		0.00			
E 16	KSDK	10/02/12	10/08/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	2	\$2,250.00	P-1	0.00	NM	2	\$4,500.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$2,250.00		0.00			
E 17	KSDK	10/02/12	10/08/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	3	\$1,010.00	P-1	0.00	NM	3	\$3,030.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					3	\$1,010.00		0.00			
E 18	KSDK	10/02/12	10/08/12		CM	9-10A	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10A											
				NBC Today Show II 9-10A											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		2			\$800.00			0.00			
E 19	KSDK	10/05/12	10/05/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1			\$3,375.00			0.00			
E 20	KSDK	10/08/12	10/08/12	Mon Prime Other The Voice	CM	7-9p (7:00 PM-9:00 PM)	M-----	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1			\$7,875.00			0.00			
E 21	KSDK	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
SAT NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$1,700.00			0.00			
E 22	KSDK	10/06/12	10/06/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$900.00			0.00			
E 23	KSDK	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$900.00			0.00			
E 24	KSDK	10/07/12	10/07/12	This Week Cardinal Nation This WK Cards Nation 10a	CM	10-1030a (10:00 AM-10:30 AM)	-----S	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
THIS-CARDS NTN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$560.00			0.00			
E 25	KSDK	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$900.00			0.00			
E 26	KSDK	10/02/12	10/08/12	M-F 10-11A News at 10am	CM	10-11A	MTWTF--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		1			\$450.00			0.00			
Totals													39	\$58,125.00	